

Business Plan Template

Western Wisconsin Private Industry Council, Inc.

Employment Solutions

Business plans can take on several different formats. There are numerous publications that deal specifically with how to write a business plan. The following is the outline followed by Employment Solutions. Our business plan can be accessed through:
<http://www.careercenter.org/online/Markplan.html>

I. Overview (or Executive Summary)

In this section, you should give the reader a general overview of the business. This can be used as the "mission" and "vision" statement part of the business plan.

For Employment Solutions, we were concerned about the public perception of the mixing of public and private resources. This is where we addressed what resources would be used to set up Employment Solutions, which staff would be assigned, and the relationship to one stop centers.

II. Products or Services

This section should include a factual description of the products and services. It should provide enough information to tell about your products, without giving away trade secrets. Outline your competitive advantage or strengths.

Employment Solutions outlined four categories: Outplacement, Workforce and Human Resources Services, Assessment, and Training Under each we described examples of services to be provided. (Example: Outplacement = resume development, interviewing training, job search workshops, etc.)

III. Present Status

Most business plans describe the present status of the product, marketing and revenues to date. Some skip this section or include goals as part of the marketing plan or the financial statement. This section, if included should spell out immediate short, term goals to get the business or new services launched.

Employment Solutions was a new venture accountable to a non-profit Board of Directors. We needed specific goals for the Board to measure the success of launching the services. We included a sections entitled "Overall Goals " that outlined specific goals and objectives for start-up and evaluation of the service.

IV. Profile of the Target Market

This is where the feasibility study comes in. This section should include size of market, market segmentation, trends, competition and customer profiles. Include an assessment of your organization's strengths versus the competition. Spell out your competitive advantage.

Employment Solutions' business plan section is labeled "Feasibility." It includes an assessment of the market for each of the four broad categories of service and outlines the competitive advantage that we have. We include a separate section titled "target market" outlining our primary, secondary and tertiary markets.

V. Promotion

Outline how the business will market its products and services to customers. What sales will be achieved? How will we deal with competition? If the organization will hire sales staff, include such areas as sales rep job description, sales philosophy, commission and pay plans, etc. These sections can be found in business plans under various names (Sales Strategies and Marketing; Marketing Plans, etc.). If the organization needs to seek outside funding, this section needs to be very specific.

Employment Solutions' promotion plan outlined strategies that would be immediately put into place as well as some future strategies. We knew that the service would need a more thorough marketing plan with specific strategies in the future. We consciously kept this section general in order to test our marketing and readjust in the future.

VI. Operational Procedures

Explain the plan for providing services, including resource and staffing needs, organizational structure, operational procedures, contract agreements, insurance, and audits. Reference as an attachment or include biographical/business sketches of key personnel.

In this section, Employment Solutions named the principals that would be involved in the project, along with their duties. To align ourselves with the businesses world, we developed new, corporate titles for the principals to use for Employment Solutions. We also described the conditions under which other staff would be called to assist with Employment Solutions activities.

The section was used to distinguish between income and services that fall under the public umbrella (JTPA) and those offered by Employment Solutions. We included narratives on separation of cost reporting and accounting procedures between JTPA and Employment Solutions. We also included a description on uses of the profit generated by Employment Solutions.

VII. Price

This section should be used to explain how price for each of the services will be determined. Outline the method to be used: cost recovery or breakeven, cost plus profit or margin, and/or any discounting. If "packages" of services are to be sold, describe what the packages will contain and the price.

Employment Solutions uses a cost plus method for determining price. We outline services, estimate time needed (in the beginning we added a 15% margin of error to the estimate), multiply by actual costs of time, add other costs (supplies, etc.) and then multiply by a profit margin.

VIII. Place

This section is most typically used to outline distribution methods for products, if included at all.

In the Place section for Employment Solutions, we outlined the location from which the services would be provided. There was some concern from other agencies that we were using our public funds to provide a location for our fee-for service activities. To overcome this perception, we located Employment Solutions at in an off-site office.

IX. Financial Projections

Use simple tables to present key financial projections for at least three years (also called pro-forma financial statements). These projections will be based on expected sales and costs as determined in the feasibility study. If possible have a certified accountant prepare the statements. Describe any assumptions that were made in preparing the financial projections.

X. Attachments

Include supporting information as attachments. These may include short resumes of personnel, notes to the financial projections, marketing materials, etc.

Employment Solutions included biographical sketches, a summary of a key position to support the service and a format for analyzing specific services a business may need.